

SECOND REVISED BUDGET FORECAST THIRD QUARTER 1994

TOTAL VOLUME

TOTAL SHARE

	<u>WEEK ENDING 8/26</u>			<u>WEEK ENDING 8/26</u>		
	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>
INDUSTRY	9,732	9,205	528			
PHILIP MORRIS	4,324	4,011	314	44.43	43.57	0.86
R.J. REYNOLDS	2,537	2,567	-30	26.07	27.89	-1.82
B&W	1,107	1,042	65	11.38	11.32	0.06
LORILLARD	857	696	161	8.81	7.56	1.25
AMERICAN	736	675	61	7.56	7.33	0.22
LIGGETT	169	214	-45	1.74	2.32	-0.59

	<u>QUARTER TO DATE</u>			<u>QUARTER TO DATE</u>		
	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>
INDUSTRY	79,056	74,467	4,589			
PHILIP MORRIS	35,703	32,149	3,553	45.16	43.17	1.99
R.J. REYNOLDS	20,623	20,919	-296	26.09	28.09	-2.01
B&W	9,101	8,489	612	11.51	11.40	0.11
LORILLARD	6,046	5,672	374	7.65	7.62	0.03
AMERICAN	5,808	5,501	307	7.35	7.39	-0.04
LIGGETT	1,760	1,738	22	2.23	2.33	-0.11

	<u>YEAR TO DATE</u>			<u>YEAR TO DATE</u>		
	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>
INDUSTRY	321,222	316,633	4,589			
PHILIP MORRIS	143,250	139,696	3,553	44.60	44.12	0.48
R.J. REYNOLDS	87,016	87,312	-296	27.09	27.58	-0.49
B&W	36,452	35,840	612	11.35	11.32	0.03
LORILLARD	23,914	23,540	374	7.44	7.43	0.01
AMERICAN	23,125	22,818	307	7.20	7.21	-0.01
LIGGETT	7,402	7,380	22	2.30	2.33	-0.03

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FORECAST